# **Additional file 1: The Palestinian national antenatal guidelines and the tailored Targeted Client Communication (TCC) intervention**

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| Five sentinel Antenatal Care visits | High-risk conditions and recommended screening tests | Timing of the text message + | TCC content including prioritized high risk conditions |
| Booking visit  (as early as possible) | Anemia: Hb  HDP: BP, urine test for protein  GDM/DM: urine test for glucose  FGR: ultrasound, or fundal height for late booking visits | NA | Welcome and introduction to the aim of the TCC intervention |
| 1st visit  Gestational Week 16 (GW 16) | FGR: fetal growth monitoring (fundal height measurement, from GW 16)  Routine vital sign follow-ups  Other examinations up on indications | [15-17] GW | ***Fetal growth and wellbeing***: stating the importance of pregnancy follow-ups, specifically focusing on the importance of early diagnosis for anemia ( as a risk factor for FGR) and other risk-factors for FGR for, when relevant |
| 2nd visit  (18-22 GW) | HDP: routine BP measurement  Urine test for protein  FGR: regular ultrasound  Other examinations up on indications | [18-22] GW | ***Hypertension:*** creating awareness about the importance of regular screening for elevated blood pressure and urine protein to diagnose for preeclampsia/ pregnancy induced hypertension and risk-factors for HDP |
| 3rd visit  (24-28 GW) | GDM: Random/fasting blood glucose  Anemia: Hb  Routine vital sign follow-ups  Other examinations up on indications | [24-28] GW | ***Diabetes*** and ***Anemia:*** focused persuasive messages and reminders for the lab investigations and risk-factors for GDM |
| 4th visit  (GW 32) | FGR: fetal growth monitoring (fundal height measurement)  Routine vital sign follow-ups  Other examinations up on indications | [31-33] GW | ***Fetal growth and wellbeing***: stating the importance of continues ANC visits to follow the babies growth, and early detection of hypertension as a risk factor for FGR |

ANC = Antenatal Care; BP = Blood Pressure; GW = Gestational Week; Hb = Hemoglobin; HDP = Hypertensive Disorder of Pregnancy; GDM = Gestational Diabetes Mellitus; DM = Diabetes Mellitus; FGR = Fetal Growth Restriction; NA = Not Applicable